




CHELSEY HERNANDEZ




PROPOSAL WRITER & MARKETING COORDINATOR

Professional proposal writer with seven years of practical marketing and proposal writing experience in both the Architecture, Engineering, and Construction (A/E/C) and healthcare industries.

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EDUCATION

Bachelor of Arts
Strategic Communication,
emphasis Public Relations
Minor in Marketing
Oklahoma State University
2010 - 2014

SKILLS

Adobe Suite

Microsoft Office Suite

Mac Operating System

Hootsuite

Social Media

AP Style

AREAS OF EXPERTISE

- Proposal Coordination and Management
- Copywriting
- Editing
- Event Planning and Coordination
- Public Relations
- Social Media Management
- Graphic Design

EXPERIENCE

MARKETING & BUSINESS DEVELOPMENT SPECIALIST

CareATC, Inc. | 2018 - Present | Tulsa, Okla.

CareATC is a Tulsa-based leading innovator in the employer-sponsored healthcare marketplace, partnering with 153 clients in 29 states.

- Able to effectively handle multiple deadlines simultaneously in a fast paced work environment
- Primary responsibility is to coordinate CareATC's responses to RFPs and RFQs utilizing RFPIO (cloud-based RFP response/management software).
- Coordinates with multiple Subject Matter Experts within the company to obtain the best responses for these proposals.
- Proactively works to update proposal templates, RFP templates, answer library content, and other marketing collateral.
- Utilizes eSpatial software for heat mapping and workforce proximity analysis for potential and current clients.

MARKETING COORDINATOR

GH2 Architects, LLC | 2015 - 2018 | Tulsa, Okla.

50-person international, award-winning architecture and design firm with offices in Tulsa and Oklahoma City.

- Able to effectively handle multiple deadlines simultaneously in a fast paced work environment
- Responsible for all facets of marketing for the firm, including responding to requests for proposals/qualifications, graphic design, social media, event planning and coordination, public relations, interview preparation, professional project photography coordination and collaborating with all other departments and office locations
- Works to enforce consistent use of company graphic standards, including logo, typeface and template usage, and core values
- Supervised day-to-day tasks of the rest of the marketing department